BEHAVIOURAL INTENTION TO USE FACEBOOK'S RECOMMENDER SYSTEM AMONG STUDENTS OF STML UUM

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Abstract: This research is based on an application of Big Data, which is Facebook's recommender system. The objective of this research is to investigate the relationship of perceived ease of use, perceived usefulness, attitude and behavioural intention towards using Facebook's recommender system. This study is using quantitative approach, by distributing to the students of STML UUM and the result is interpreted by using IBM SPSS version 25. The findings of this research found that students are reacting positively towards the usage of Facebook's recommender system. It is hoped that the Facebook's authority will be improving the privacies and confidentiality aspects of accessing Facebook's user data.

***Keywords*:** Facebook, recommender system, big data, STML UUM students, Technology Acceptance Model

1. INTRODUCTION

The scope of the project is within the students of STML UUM. The objective of this research is to investigate the relationship of perceived ease of use, perceived usefulness, attitude and behavioural intention of using Facebook's recommender system. The problem statements are Facebook is collecting users' data to improve the recommendations system, this might cause the users data to be at risk without the full consent and awareness of users. Users are also constantly exposed to recommendations which might ultimately affect their decision made. Facebook is one of the biggest social media with the flexibility of recommendation system which functions to give suggestion to users. The overview of the research has shown that users perceive Facebook's recommender system to be useful, easy to use and very positive towards it.

2. METHODOLOGY

This research is utilizing quantitative approach, which is based on primary data such as questionnaire and data analysis. The questionnaire was created and distributed by using google form. The population is the STML UUM student population which is around 1400 students and the sampling result is a total of 302 students needed for this research with 95% confidence level and 5% error estimation. The measure of scale in questionnaire will be ordinal, which is from 1-Strongly Disagree to 6-Strongly Agree. This 6-point Likert scale was used to remove the "neutral option" thus removing the ambivalence of the result (Frost, 2017).

3. RESULT AND DISCUSSION

Through correlation analysis as shown in Table 1, it was proven that the strongest relationship is perceived usefulness of towards behavioural intention to use Facebook's recommender system. On the other hand, Figure 1 shows the framework of the research with coefficient values.

Table 1
Correlations of variables

		PU	PeOU	BI	ATT
PU	Pearson Correlation	1	.670**	.675**	.669**
	Sig.(2-tailed)		.000	.000	.000
	N	302	302	302	302
PeOU	Pearson Correlation	.670**	1	.683**	.684**
	Sig.(2-tailed)	.000		.000	.000
	N	302	302	302	302
BI	Pearson Correlation	.675**	.683**	1	.846**
	Sig.(2-tailed)	.000	.000		.000
	N				
ATT	Pearson Correlation	.669**	.684**	.846**	1
	Sig.(2-tailed)	.000	.000	.000	
	N	302	302	302	302

**Correlation is significant at the 0.01 level (2-tailed)

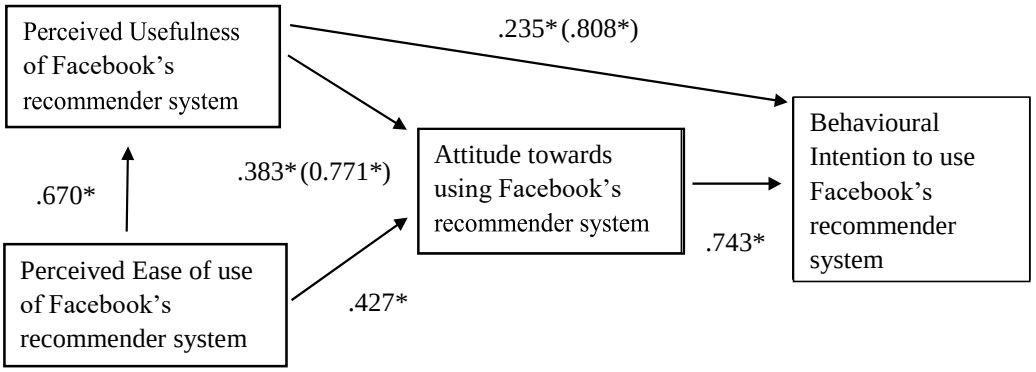

Figure 1
Framework of the research with coefficient values

4. CONCLUSION

As a conclusion, the technology acceptance model suggests, the behavioural intention towards Facebook's recommender system was perceived to be positive. However, this research is done with an assumption that users aware of the data collection done by Facebook and the risk of data infiltration. There are still recommendations that can be made to this system such as the improvement on data collection, data storage and the access of data because there is still a possibility that the data will be misused or manipulated to alter users' opinion or thinking.

5. REFERENCE

Frost, J. (2017). *How to Interpret P-values and Coefficients in Regression Analysis*. Retrieved November 21, 2018, from http://statisticsbyjim.com/ regression/interpret-coefficients-p-values-regression/